

Elements and Principles of Art

Deconstruction

- Form
- Content
- Context
- content is "what" the work is (about), while form and context are "how" the work is and "in what circumstances" the work is



Damian Ortega

Elements and Principles

- Type of deconstruction
- Beginning art instruction is often taught using the Elements and Principles motif
- Came about during the rise of modernity
- Describes art and design in terms of disparate visual elements and how those elements are arranged.
- Not used singularly
- Disregards content and context of the work
- Often presented as Universal

Elements

- The physical parts of a work of art or design

2D

Line path of a point

Shape perceivable area

Value relative light and darkness

Color [basic color theory](#)

Space (2D) height, width and [the illusion of depth](#)

Texture actual or simulated tactile quality

3D

Line path of a point through space or edge of a plane

Form Actual mass of the component materials

Color [basic color theory](#)

Space Positive and negative, that which the form occupies

Texture actual or simulated tactile quality

Light Actual and perceived

Time movement of the work and the viewer

Principles

- How the elements are used
- Like a recipe
 - Elements are ingredients
 - Principles are directions

2D

Scale overall size

Proportion relative size within the work

Unity repetition > rhythm > pattern > unity

Balance symmetrical or asymmetrical

Direction gesture, direction of gaze, etc., that moves your eye over composition

Emphasis dominance hierarchy created by scale, color, etc.

3D

Rhythm

Repetition

Balance

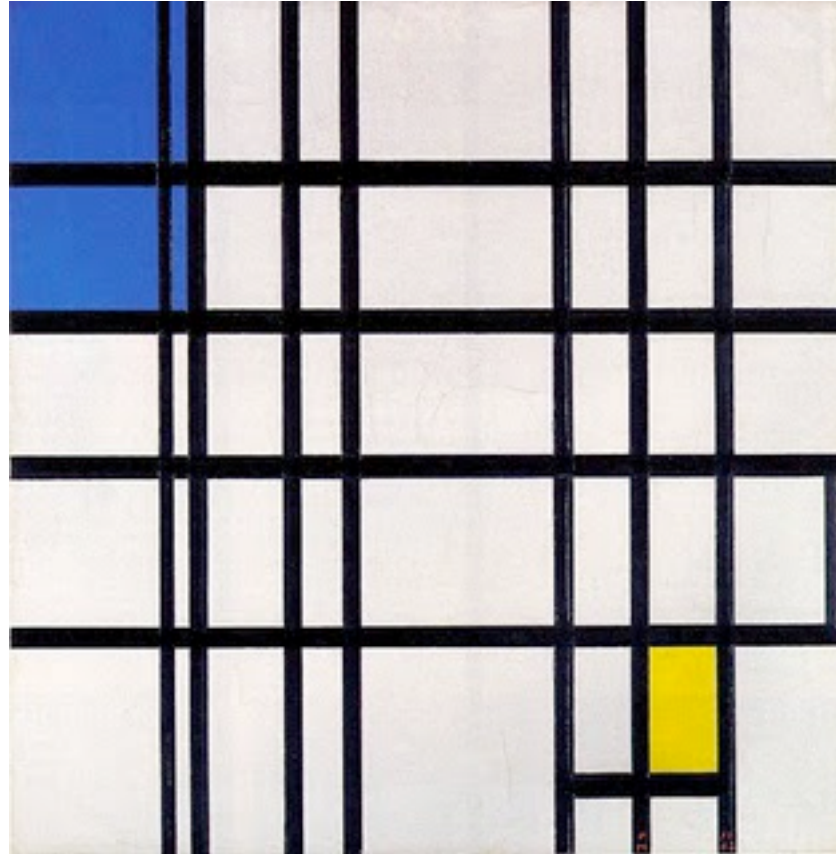
Emphasis

Economy

Balance

Proportion

Would be described using E&P rather than content and context



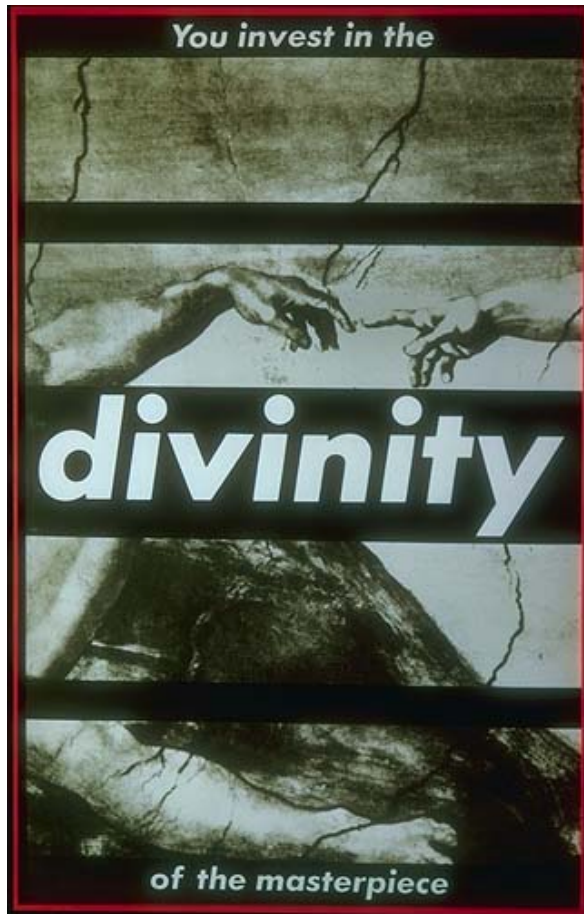
But what about works like these?



Duchamp



Or these?



Barbara Kruger



Jenny Holzer

More:



Richard Serra and Nancy Holt



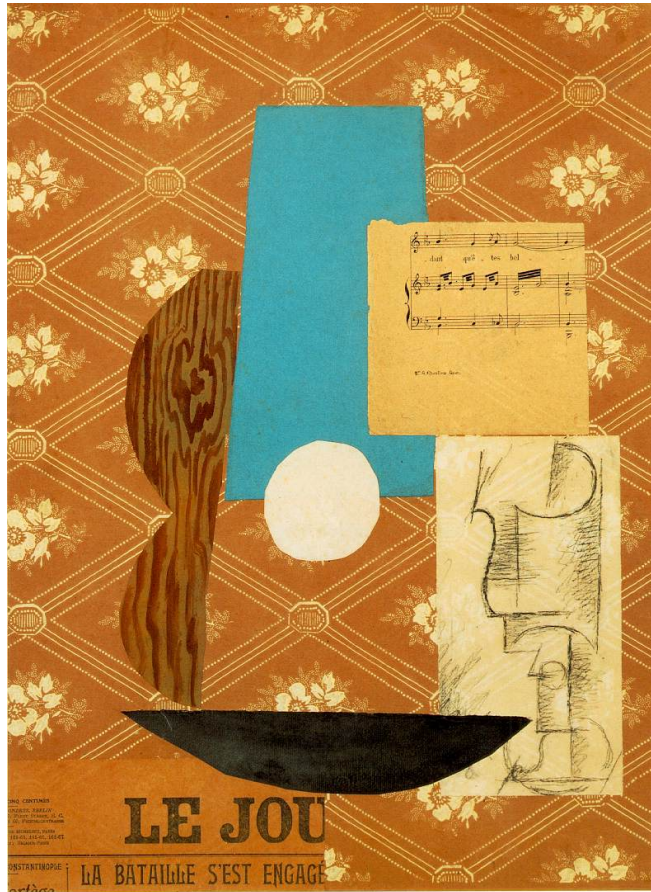
Peter Campus

Other ways to deconstruct

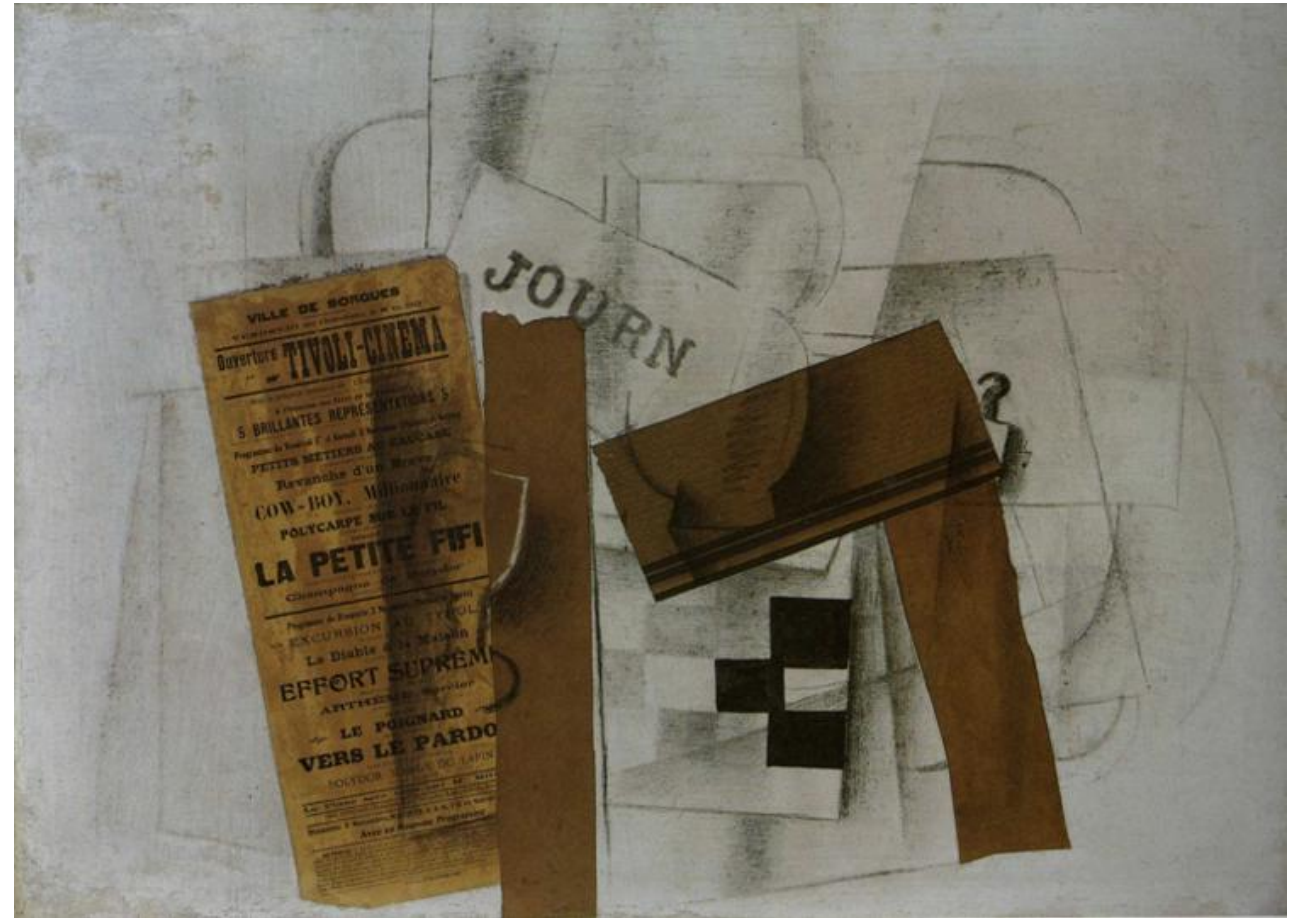
- A new group of elements
- A different set of principles
- Need to reference a more contemporary methodology
- Allow for content and context

Postmodern Elements

Early 20th Century



Picasso



Georges Braque

Postmodern Elements

- Artists begin to mine mass media and popular culture
- Make work not just about, but directly with elements from the larger visual culture.



[Roy Lichtenstein](#)

Postmodern Principles

- Appropriation
- Juxtaposition
- Layering
- Interaction of Text and Image
- Hybridity
- Representin' (Autobiography)
- Recontextualization
- From:https://naea.digication.com/omg/Postmodern_Principles

Appropriation

Uses pre existing objects with little or no modification. Borrow, sample, recycle.



Warhol

Romare Bearden



Kenny Scharf



Juxtaposition

bringing together radically disparate elements



Meret Oppenheim



Dali

Layering

As Images become plentiful and less precious,
Artists use many right on top of each other,
Evokes Photoshop



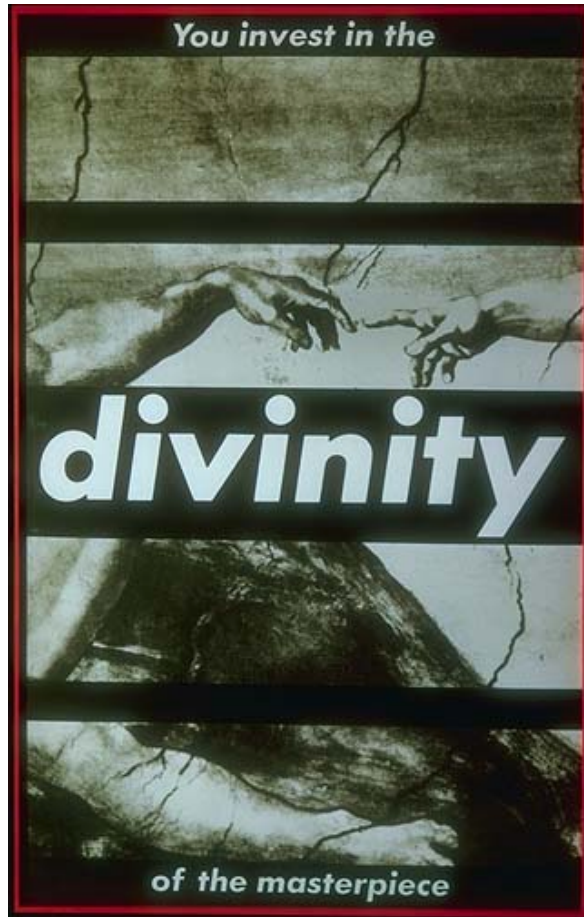
David Salle



Sigmar Polke

Interaction of Text and Image

“The text does not describe the work, nor does the image illustrate the text, but the interplay between the two elements generates rich, (and ironic), associations”



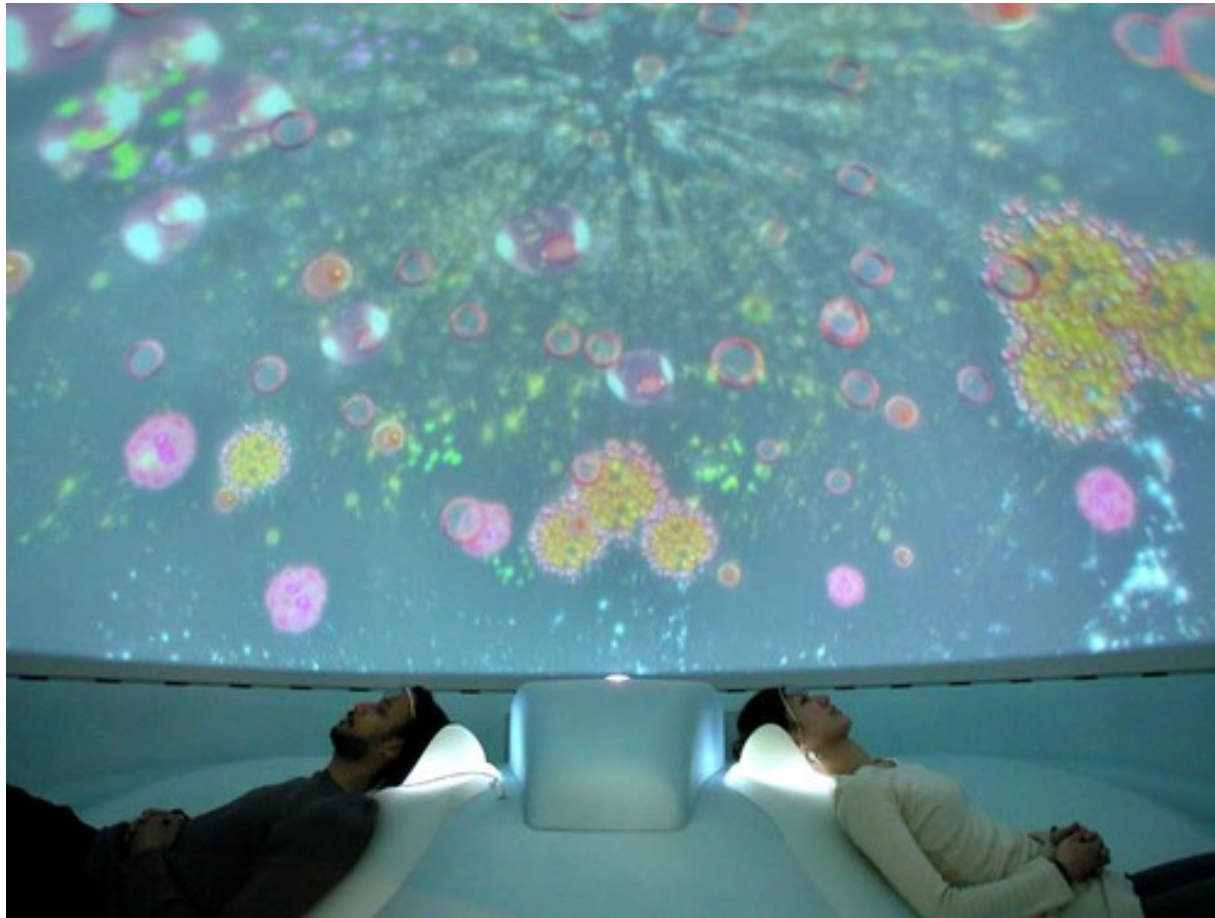
Barbara Kruger



Tamiko Thiel

Hybridity

Describes both a use of whatever medium best conveys an idea, and a cultural blending evident in artistic productions.



Mariko Mori



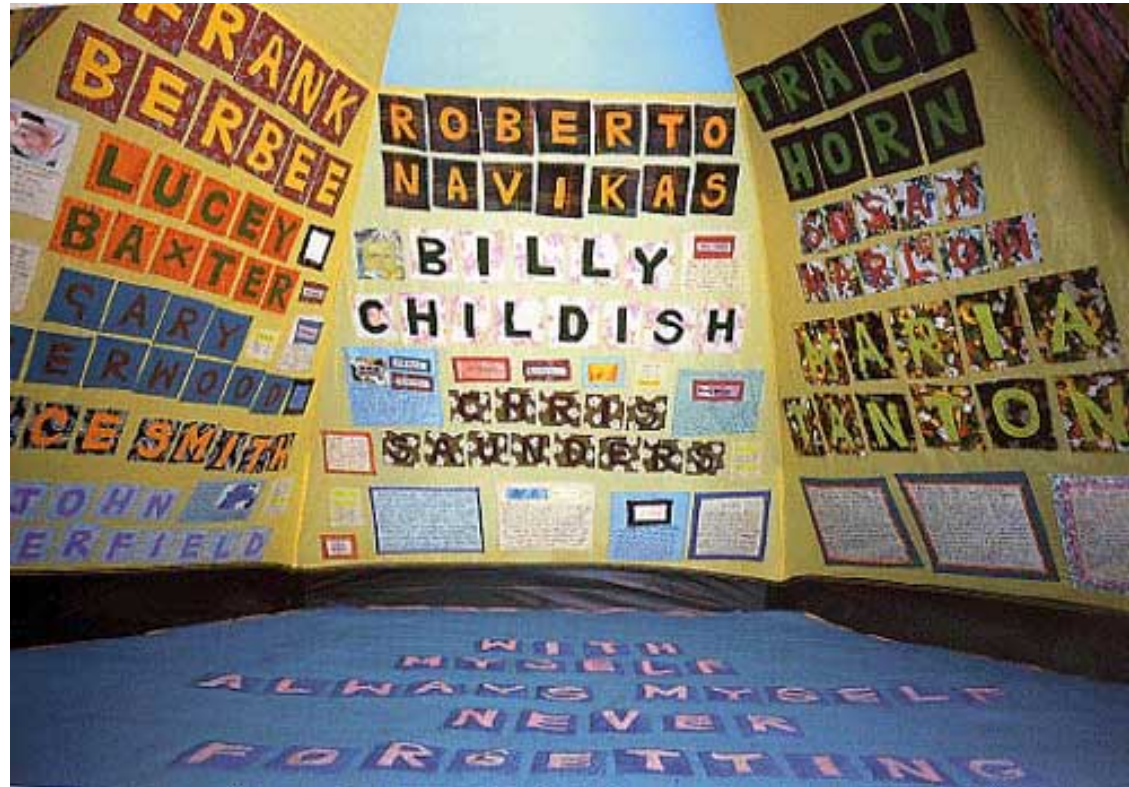
Christian Jankowski

Representin' (Autobiography)

- strategy of locating one's artistic voice within one's personal history and culture of origin



David Wojnarowicz



Tracey Emin

Recontextualization

generated by positioning a familiar image in relationship to pictures, symbols, or texts with which it is not usually associated.



Kehinde Wiley



Janine Antoni

Augmented Reality

- Allows a direct use of these new principles
 - Can appropriate images, sounds and video
 - Juxtapose with actual elements of visual culture
 - Layer virtual things on top of of real instances
 - Add text where there was none before
 - Use several types of media together
 - Mix autobiography and real space
 - Recontextualize the world around you
- | | |
|--|----------------------------|
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